



Indiana Office of Tourism Development
One North Capitol, Suite 600
Indianapolis, IN 46204

VisitIndiana.com

**Indiana Office of Tourism Development
Cooperative Advertising Program
Sales Procedures
2011**

Procedures: In order to offer a more fair and equitable opportunity for Indiana tourism partners to participate in cooperative email, VisitIndiana.com, online lead generation and magazine programs, the sales procedures for the 2011 placement year will remain the same as in 2011.

Regional Account Executives are welcome to begin sales at any time.

On Tuesday, August 24 at noon, Indiana tourism partners **MUST** complete and submit a signed insertion order for all programs they wish to **APPLY** for throughout 2011. By submitting this signed insertion order as an application, the partner is responsible for all advertising on the insertion order, but is **NOT** guaranteed placement.

On Tuesday, August 24 at 3pm, IOTD will provide the regional account executives with an excel spreadsheet identifying all partners who wish to purchase advertising in the IOTD programs listed above. This will be outlined by program and timeframe available.

By Wednesday, August 25 at 3pm, regional account executives must confirm the excel list of partners wishing to purchase advertising. No advertiser can be added to the list at this time, but corrections can be made.

On Thursday, August 26 at 10am, IOTD will identify advertisers for all programs. If there is no conflict or issue of more partners than spaces available, advertisers will simply be identified. If available spots are identified, an avail report will be posted. If there are more advertisers than spaces available, a random drawing will take place for these advertising spots, giving each advertiser an equal opportunity to purchase space. An alternate will be drawn for every necessary opportunity. (A necessary opportunity will be defined as an instance when there is 1/6 page left available and a 1/3 page request is drawn next. In this example, the right is with the 1/3 requestor. That advertiser has the right to refuse the 1/6 page opportunity. If the advertiser turns down the space, the alternate that is selected will automatically receive the space.)

At 11am on Thursday, August 26, IOTD will send a comprehensive email to all regional account executives outlining those advertisers that have been confirmed for opportunities (including alternates if necessary). If there is an instance where a 1/6 of a page is left remaining and the next name drawn for space is a request for 1/3 page, the regional account executive will have until 3pm that day to get a confirmation that the advertiser would like the 1/6 page ad. That opportunity will expire at 3pm on August 26 and the alternate will receive the space.

By 4pm on Thursday, August 26, the advertisers will be identified internally and with regional account executives.

On Friday, August 27, the list of advertisers may be made public by the regional account executives as well as an avail report for any opportunities still available.

Effective for the following programs:

1. VisitIndiana.com *homepage editorial*
2. VisitIndiana.com monthly contests
3. VisitIndiana.com brochure confirmation email messages
4. Hotel and Accommodation Search Ad
5. Things to Do Search Ad

6. Online cooperative lead generation program
7. The Big Idea (email) banner ad
8. The Big Deal (email) banner ad
9. The Big To Do (email) banner ad
10. The Big Deal (email) featured deal
11. The Big To Do (email) featured listing
12. Midwest Living
 - a. May/June
 - b. July/August
 - c. Sept/Oct
 - d. Best of the Midwest
13. Budget Travel
 - a. April
 - b. September
14. Indianapolis Monthly
 - a. April
 - b. May
 - c. August
15. Cincinnati Magazine
 - a. June
 - b. August